

# TOWN OF LOS ALTOS HILLS PUBLIC EDUCATION SURVEY

Conducted for the Public Education Committee

October 2004

# TABLE OF CONTENTS

Table of Contents	
Table of Contents List of Figures	i
List of Tables	ii
Introduction	
Executive Summary	5
Methodology	
Importance of Community Issues	17
Satisfaction with Quality of Public Education	
Awareness of Charter school	20
Level of Support for Public Education Matters	21
Support for Re-Districting Options	
Impact of Arguments	41
Second Ballot Tests	43
Additional Demographic and Behavioral Information	47

# LIST OF FIGURES

Figure 1 Importance of Community Issues	17
Figure 2 Satisfaction with Local Public Education	18
Figure 3 Awareness of Charter School	20
Figure 4 Level of Support for Various Public Education Matters	21
Figure 5 Support for Realignment Effort	23
Figure 6 First Ballot Test – District Consolidation	26
Figure 7 Impact of Primary Argument For the District Consolidation Option on Voting Behavior	29
Figure 8 Impact of Primary Argument Against the District Consolidation Option on Voting Behavior	.30
Figure 9 First Ballot Test – Creation of a New K-8 District	
Figure 10 Impact of Primary Argument For New K-8 District On Voting Behavior	34
Figure 11 Impact of Primary Argument Against the New K-8 Option on Voting Behavior	
Figure 12 First Ballot Test – Creation of a New K-12 District	
Figure 13 Impact of Primary Argument For the New K-12 Option on Voting Behavior	
Figure 14 Impact of Primary Argument Against the New K-12 Option on Voting Behavior	
Figure 15 Impact of Common Arguments For and Against Re-Districting Options	
Figure 16 Second Ballot Test – District Consolidation	44
Figure 17 Second Ballot Test – Creation of a New K-8 District	45
Figure 18 Second Ballot Test – Creation of a New K-12 District	
Figure 19 Sample Type	
Figure 20 Years Lived at Residence	
Figure 21 Number of Children Living at Home	
Figure 22 Ages of Children	
Figure 23 Public vs. Private School	
Figure 24 School Attendance Area	
Figure 25 Gender	
Figure 26 Voting History	52
Figure 27 Voting Propensity	
Figure 28 Absentee Propensity	53
Figure 29 Permanent Absentee	54
Figure 30 Likely Absentee Voter	
Figure 31 Registration Date	
Figure 32 Party	
Figure 33 Age	
Figure 34 Household Party Type	56

# LIST OF TABLES

Table 1 Methodology	
Table 2 Margin of Error	11
Table 3 Subgroup Labels	12
Table 4 Years Lived at Current Residence by Gender	
Table 5 Means Questions and Corresponding Scales	14
Table 6 Importance of Community Issues by Gender	15
Table 7 Satisfaction with Public Education by Sample Type	19
Table 8 Level of Support for Various Public Education Matters by Children at Home	22
Table 9 Level of Support for Various Public Education Matters by Gender	22
Table 10 Support for Realignment Effort by Age	24
Table 11 Support for Realignment Effort by Gender	
Table 12 Support for Realignment Effort by Children in Household	25
Table 13 Support for District Consolidation Option by Sample Type	
Table 14 Support for District Consolidation Option by Age	27
Table 15 Support for District Consolidation Option by Gender	28
Table 16 Support for District Consolidation Option by Children in Household	28
Table 17 Support for K-8 Option by Sample Type	32
Table 18 Support for K-8 Option by Age	32
Table 19 Support for K-8 Option by Gender	33
Table 20 Support for K-8 Option by Children in Household	33
Table 21 Support for K-12 Option by Sample Type	
Table 22 Support for K-12 Option by Age	
Table 23 Support for K-12 Option by Gender	38
Table 24 Support for K-12 Option by Children in Household	38

## INTRODUCTION

Godbe Research is pleased to present the results of a public opinion research project conducted for the Public Education Committee of the Town of Los Altos Hills. This report is organized into the following sections:

- The Executive Summary includes a summary of the Key Findings from the survey as well as a Conclusions section.
- The Methodology section explains the methods and procedures used to conduct this research. This section also explains how to interpret the detailed cross tabulation tables in Appendix C.
- The Summary of Findings section offers a question-by-question analysis of the survey. The discussion is organized into the following sections:
  - Importance of Community Issues
  - Satisfaction with Quality of Public Education
  - Awareness of Charter School
  - Level of Support for Public Education Matters
  - Support for Re-Districting Options
  - Impact of Arguments
  - Second Ballot Tests
  - Additional Demographic and Behavioral Information
  - Appendix A provides the presentation of results
  - Appendix B provides the questionnaire with overall topline results
  - Appendix C presents the complete cross tabulation tables

## **EXECUTIVE SUMMARY**

## Introduction to the Study

The Town of Los Altos Hills commissioned Godbe Research to conduct a voter survey. The primary objectives of the research were to: ascertain support for the Town of Los Altos Hills expending staff time and financial resources to public education matters; assess support for three separate potential ballot measures aimed at redistricting schools within the community; and, examine the impact of key arguments and statements on voter behavior. In total, 494 voters in the Town of Los Altos Hills and surrounding areas of Los Altos were surveyed, resulting in a margin of error +/-4.86 percent for questions answered by all 494 voters.

## **Key Findings**

Based on an analysis of the survey data, Godbe Research offers the following key findings to the Public Education Committee of Los Altos Hills:

#### Importance of Community Issues

The first substantive question of the survey presented a series of issues within the community and asked respondents how important each issue was to them. Respondents ranked "Preserving open space" (2.07) as the most important community issue, followed by "Improving the quality of education" (1.99), and "Maintaining public roads" (1.95). All community issues tested, except for "Redistricting the schools in the community" (0.87), were considered at least "Somewhat important" (greater than 1.00 rating) by respondents overall.

## Satisfaction with Quality of Public Education

Respondents were next asked to indicate whether they were satisfied or dissatisfied with the quality of public education in their local community. Sixty-eight percent of respondents reported that they were satisfied with the quality of public education in their community (45% "Very satisfied" and 23% "Somewhat satisfied"). Alternatively, 19 percent of respondents indicated that they were dissatisfied with the quality of public education in their community (10% "Very dissatisfied" and 9% "Somewhat dissatisfied").

#### Awareness of Charter School

Only voters who reside in Los Altos Hills were next asked whether or not they were aware that a charter school serving part of Los Altos Hills opened this fall. The greatest percentage of respondents (73%) stated that they knew that a charter school had opened this fall. Twenty-six percent of respondents, however, reported that they did not know that a charter school serving part of Los Altos Hills opened this fall.

#### Level of Support for Public Education Matters

The next series of questions asked voters of Los Altos Hills whether they would support or oppose the Town committing staff time and financial resources to three separate options concerning bringing a school back into Town. Respondents were most supportive of the Town expending resources to "Re-open Bullis Elementary as part of the Los Altos School District" (0.83), followed by "Return public education to the Town" (0.80), and "Bring the Bullis Charter School within Town Boundaries" (0.61).

The final question in this series posed another general option concerning a realignment effort that would help re-establish a public elementary school within Town and asked whether voters in Los Altos Hills would support or oppose such an effort. Nearly two-thirds (65%) of respondents indicate support for this effort. This support percentage was comprised of 30 percent "Probably support" and 35 percent "Definitely support." Twenty-five percent oppose this effort and the remaining 10 percent were undecided.

## Support for Re-Districting Options

Respondents were next informed that in the future voters may be asked to vote on a number of measures that will impact local public education. In this section of the survey respondents were presented with three different options concerning redistricting. Because these questions do not provide respondents additional information beyond the ballot language, it reveals what the election outcome would likely be in the absence of further information about the measure. A first ballot test provides an indication of the baseline level of support for the measure that can be compared to the level of support at the second ballot test, after respondents have learned more about the issue.

The District Consolidation option would authorize the Palo Alto Unified School District to serve as the sole district for the community. Approximately 38 percent of the respondents supported this measure on the first ballot test ("Definitely yes": 19% and "Probably yes": 19%). In contrast, 51 percent of the respondents did not support the measure ("Definitely no": 32% and "Probably no": 19%). The remaining 11 percent were undecided on the measure.

The new K through 8<sup>th</sup> grade district option would authorize the creation of a new elementary school district to serve the Town. Approximately 28 percent of the respondents in Los Altos Hills and selected adjacent precincts of Los Altos supported the measure on the first ballot test ("Definitely yes": 10% and "Probably yes": 18%). In contrast, 61 percent of the respondents did not support the measure ("Definitely no": 38% and "Probably no": 23%). The remaining 12 percent were undecided on the measure or declined to state their opinions.

The new K through 12<sup>th</sup> grade option would authorize the creation of a unified school district for the community. Approximately 28 percent of the respondents supported the measure on the first ballot test ("Definitely yes": 13% and "Probably yes": 15%). In contrast, 63 percent of the respondents did not support the measure ("Definitely no": 36% and "Probably no": 27%). The remaining 10 percent were undecided on the measure.

#### Impact of Common Arguments

Ballot measures do not succeed or fail in a political vacuum. Proponents of a measure will present arguments to try to persuade voters to support a measure, just as opponents will present arguments to achieve the opposite goal. The objective of the next series of questions was thus to present respondents with common arguments in favor of the measures to identify the impact of the informational items upon their support for the proposed measures. Common arguments in opposition to the measure were also presented. The order in which the arguments were read was randomized in order to avoid a systematic position bias.

The highest-ranked positive argument tested was "A re-districting of some sort would reopen the Bullis Elementary School" (0.71), followed by "A public school within Los Altos Hills would increase property values" (0.69), and "A public school within Los Altos Hills would eliminate the need to drive students out of town for school" (0.60).

The argument against that had the most impact was "Re-districting will force children to go to different schools and may be detrimental to their education" (-0.92).

#### Second Ballot Tests

After providing respondents with the wording of the proposed measures and arguments surrounding the measures, respondents were once again presented with the same three options that they were presented with in the first ballot test, and asked whether they would vote "Yes" or "No" on the measures. Because the process of taking the survey for most respondents involves learning a great deal more about the proposals then they knew at the beginning of the survey, the survey simulates a campaign environment. Therefore, change in support for the proposed re-districting measures can be assessed at the second ballot test after voters have been presented with basic information and arguments concerning the measures. The second ballot test language is identical to the language used in the first ballot test to ensure that recorded change in support for the measures are not due to the information provided in the survey - not to subtle changes in the ballot language. Only respondents in Los Altos Hills were presented these second ballot tests and the questions appeared in the same randomized order as previously in the survey.

Fifty percent of respondents in Los Altos Hills indicated they would vote yes on the district consolidation option after hearing selected arguments for and against the measure. This represents a four percent increase by voters in Los Altos Hills from the first ballot test. Forty-three percent of respondents indicated they would vote no on this measure and seven percent were undecided.

When respondents in Los Altos Hills were presented the option for creation of a new elementary school district a second time, 35 percent indicated they would vote yes on this measure. Support increased approximately five percent from the first ballot test by voters in Los Altos Hills. Fifty-nine percent indicated they would vote no on this measure and seven percent were undecided.

Support remained approximately the same from the first ballot test from the new Kindergarten through 12<sup>th</sup> grade district as 34 percent of voters in Los Altos Hills reported they would vote yes on this measure. In contrast, 60 percent indicated they would vote no on this option. Just over six percent of respondents were undecided.

#### Conclusions

Based on the survey results, Godbe Research offers the following conclusions to the Public Education Committee of Los Altos Hills:

Support for the Town Committing Staff Time and Financial Resources is High

Very early on in the survey, it was evident the voters of Los Altos Hills valued quality public education, and supported efforts to improve the current situation. "Improving the quality of public education" ranked high on a list of community issues and, when asked whether they would support or oppose general efforts to improve the quality of local education, a majority of voters reported support for all items tested. Respondents were most supportive of the Town expending resources to "Re-open Bullis Elementary as part of the Los Altos School District" – 70% support this versus 23% oppose.

When asked whether they would support or oppose an effort to re-align the school districts that would help bring public education back to Town, 35 percent stated they would "definitely support" this effort and another 30 percent indicated they would "probably support" the effort.

Hence, early within the survey, respondents expressed their support for various efforts targeted at improving the quality of education, bringing it back to Town, and indicated a desire to see the Town of Los Altos Hills involved in some capacity.

Although it Surfaced as the Favorite Option, a District Consolidation Measure Lacks Adequate Support to Pass in an Election Environment

The survey tested three separate options framed in ballot measures designed to redistrict the school within the community. Although the district consolidation option – the option that would give the Palo Alto USD control over serving the Town's students – garnered the highest level of support among the options tested, the percentage of voters indicating they would vote yes on such a measure, was at a less than desirable level.

Survey results show 46 percent of voters in Los Altos Hills would vote "yes" on this measure in the absence of detailed information. After hearing the pertinent pros and cons, that percentage of voters indicating they would vote "yes" increased to 50 percent. It should be noted that support for this measure was lower in the selected adjacent neighborhoods in Los Altos.

Although this particular measure requires 50+1 percent for approval, Godbe Research looks for support to be at the 55 percent level or above on a second ballot test to signify a measure has a chance of passing in a near election. Although this poll indicated 50 percent support, when the margin of error is factored in as well as the fact that voters outside the Town of Los Altos Hills would also cast a vote on such a measure, there is not adequate support to recommend placing this option on a near future ballot.

Educating Voters on the Pros and Cons Helps Increase Support for Re-Districting

The increases in support seen between the first and second ballot tests point to the strength of the positive arguments and the influence of better educating the voters. Although the exposure to the pros and cons did not bring any of the measures up to an adequate level of support, the survey did help in prioritizing arguments by their strength and impact on voting behavior.

In order to be successful in any redistricting effort in the future, the top arguments for will need further refinement as key messages and answers will need to be determined to address the strong arguments against.

#### Recommendations

<u>Time is Needed to Further Develop Options and a March/June 2005 Special Election</u> <u>Environment is Too Early to Consider</u>

As previously stated, the district consolidation measure yielded the highest support, by still falls short of a comfort level. The option of placing a measure on a special election either in March or June of 2005 would be premature. Time is needed to further develop this particular option (if this is the route the Committee chooses) and to educate the public on the features and benefits of such a measure.

A more likely timeline for the Committee and Town of Los Altos, if an option will eventually be placed on an election ballot, would be the November 2005 election, or possibly March 2006.

## Further Development of the District Consolidation Option

The survey results show voters are most in favor of the district consolidation option; allowing the Palo Alto Unified School District to be the sole provider to the students of Los Altos Hills. However, the measure lacks support from either the way the measure is currently structured or how the arguments are currently being framed.

This option may be a feasible measure in the future, but it is clear that further development is needed to increase its' chances of success.

#### Commit Town Resources to Educate Public and Research Other Options

In the short term, voters in Los Altos Hills are supportive of the Town's involvement and the Town Council and Town Staff should continue to take action in the form of educating the public on the impact of various options tested within this poll as well as researching additional options concerning Bullis and possible re-districting.

## **METHODOLOGY**

## Research Objectives

At the outset of the project, the Public Education Committee and Godbe Research identified several research objectives for this study. Viewed broadly, the Committee is interested in using the research to:

- Assess support among voters for the Town expending staff time and financial resources to local public education matters;
- Assess support in Los Altos Hills and selected adjacent areas of Los Altos for potential re-districting options for local schools;
- Determine the issues that are most important to voters; and,
- Examine the impact of key arguments and statements on voter behavior.

## Survey Methodology

Table 1 briefly outlines the methodology used in this project. Four hundred and ninety-four voters in the Town of Los Altos Hills and selected adjacent precincts completed the survey interview, representing a total universe of 9,379 voters in the area of interest. Interviews were conducted from September 7 through September 16, 2004, and each interview typically lasted 13 minutes.

Table 1 Methodology

Technique	Telephone Interviewing
Interview Length	13 minutes
Universe	9,379 voters in the Town of Los Altos Hills and selected adjacent precincts
Field Dates	September 7 through 16, 2004
Sample Size	494 total 348 in Los Altos Hills 57 in precincts 2309, 2346, and 2349 (Los Altos) 89 in precincts 2348, 2802, 2803, 2824, 2833, and 2834 (Los Altos)

## Sample & Weighting

Choosing the appropriate sampling design for a study is a careful process that involves detailed consideration of the research objectives. In the present study, the primary goal was to assess support for three separate re-districting options. The universe of voters for this study consisted of 9,379 registered voters within the Town of Los Altos Hills and two adjacent Los Altos neighborhoods.

Once the universe was defined, the voter file was stratified by household party type, age, and gender. Individuals were then randomly grouped into clusters based on their demographic profile. At Godbe Research, we take great care in ensuring that our sample is representative of the population of interest. Therefore, before beginning the data analysis we checked the voter characteristics of the sample against the voter characteristics of the population to ensure that they matched. After examining the voter characteristics the data were weighted to correct for deviations in geographic area, age, and gender in order to accurately represent the registered voter universe in the Town of Los Altos Hills and the selected neighborhoods of Los Altos. The results presented within this report are representative of this voter universe.

## Understanding the "Margin of Error"

Because a survey typically interviews a limited number of people who are part of a larger population group, by mere chance alone there will almost always be some difference between a sample and the population from which it was drawn. For example, researchers might collect information from 400 adults in a town of 15,000 people. Because not all people in the population were surveyed, there are bound to be differences between the results obtained from interviewing the sample respondents and the results that would be obtained if all people in the population were interviewed. These differences are known as "Sampling error" and they are expected to occur regardless of how scientifically the sample has been selected. The advantage of a scientific sample is that we are able to estimate the amount of sampling error that occurs. Sampling error is determined by four factors: the size of the population, the chosen sample size, a confidence level, and the dispersion of responses to a survey.

The following table shows the possible sampling variation that applies to a percentage result reported from a probability type sample. If a sample of 494 likely voters in the Town of Los Altos Hills and selected Los Altos neighborhoods is drawn from the estimated population of approximately 9.379 registered voters in this area, one can be 95 percent confident that the margin of error due to sampling will not vary, plus or minus, by more than the indicated number of percentage points from the result that would have been obtained if the interviews had been conducted with all persons in the universe.

Table 2 Margin of Error

	Distribution of Responses				
n	90% / 10%	80% / 20%	70% / 30%	60% / 40%	50% / 50%
1000	1.76%	2.34%	2.68%	2.87%	2.93%
900	1.86%	2.48%	2.85%	3.04%	3.11%
800	1.99%	2.65%	3.04%	3.25%	3.31%
700	2.14%	2.85%	3.27%	3.49%	3.56%
600	2.32%	3.10%	3.55%	3.79%	3.87%
500	2.56%	3.41%	3.91%	4.18%	4.26%
494	2.58%	3.43%	3.93%	4.21%	4.29%
400	2.88%	3.84%	4.39%	4.70%	4.79%
300	3.34%	4.45%	5.10%	5.45%	5.57%
200	4.11%	5.48%	6.28%	6.72%	6.86%
100	5.85%	7.80%	8.93%	9.55%	9.75%

As the table indicates, the maximum margin of error for all topline responses is between 2.58 and 4.29 percent for the survey. This means that for a given guestion with dichotomous response options (e.g. a yes/no question) answered by all 494 respondents, one can be 95 percent confident that the difference between the percentage breakdowns of the sample population and those of the total population is no greater than 4.29 percent. The percent margin of error applies to both sides of the answer, so that for a question in which 50 percent of respondents said yes, one can be 95 percent confident that the actual percent of the population that would say yes is between 45.71 percent and 54.29 percent.

The actual margin of error for a given question in this survey depends on the distribution of the responses to the question. The 4.29 percent refers to dichotomous questions, such as yes/no questions, where opinions are evenly split in the sample with 50 percent of respondents saying yes and 50 percent saying no. If that same question were to receive a response in which 10 percent of respondents say yes and 90 percent say no, then the margin of error would be no greater than 2.58 percent. As the number of respondents in a particular subgroup (e.g. gender) is smaller than the number of total respondents, the margin of error associated with estimating a given subgroup's response will be higher. Due to the high margin of error, Godbe Research cautions against generalizing the results for subgroups that are composed of 25 or fewer respondents.

## Questionnaire Design

## Randomization and Rotation of Questions/Sections

To avoid the problem of systematic position bias - where the order in which a series of questions is asked systematically influences the answers to some of the questions - several of the questions in this survey were randomized such that respondents were not consistently asked the questions in the same order. The series of items in Questions 2 and 16 were randomized to avoid the systematic position bias.

In order to minimize the position bias associated with the three separate re-districting options, these three-question sections of the survey were randomized as well. Each section began with an initial ballot question, followed by a primary argument for and against that were rotated within the section. The process ensured that respondents were not presented the options and arguments in a consistent order.

#### **Tables and Charts**

The body of this report presents a variety of tables, charts, and analytical formats. This section of the Methodology describes the conventions underlying these analyses.

#### Subgroup Labels

Appendix B contains a complete set of cross tabulations of the data from the survey. Subgroups identified within the cross tabulations and in the body of this report are presented in the table below.

Table 3 Subgroup Labels

Subgroup Label	Voters were grouped:
Age	According to their age: "18-29," "30-39," "40-49," "50-64," and "65+."
Gender	By their gender: "Male" or "Female."
Party	Based on their political party affiliation: "Democrat," "Republican," "DTS," or "Other."
Household Party Type	Voters were grouped into the following household party types: "Dem (1)" = one Democrat, "Dem (2+)" = two or more Democrats, "Rep (1)" = one Republican, "Rep (2+)" = two or more Republicans, "Other" =party other than democrat or republican, "Dem & Rep" = one Democrat and one Republican, and "Mixed" = combination of Republican and Democrat, or Republican or Democrat and Other.
Children in Household	Based upon whether or not school-aged children (ages 5 to 18) are present in the household: "Yes," or "No."

Years of Residence	Based on how many years the respondent has lived at their current residence: "1 to 5 years," "6 to 10 years," "11 to 15 years," "15+ years."
School District	Based on whether the respondent lives in the Palo Alto USD ("PAUSD") or in Mountain View-Los Altos SD ("MVLA/LASD").
Public Vs. Private School	Based on whether children within the household go to "Public" or "Private" schools.
School Attendance Area	Based on what school attendance areas the respondent resides: "Blach," "Covington," "Egan," "Gunn," "Los Altos High School," "Loyola," "Mountain View High School," "Nixon," "Terman."
Sample Type	Based on whether the voter resides in Los Altos Hills or one of the two selected Los Altos neighborhoods: "Los Altos Hills," "Los Altos."

#### How to Read a Cross tabulation Table

The questions discussed and analyzed in this report comprise a subset of the various cross tabulation tables available for each question. Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion on the following pages. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdown appears in Appendix C. These cross tabulation tables provide detailed information on the responses to each question by many of the demographic groups that were assessed in the survey. A typical cross tabulation table is shown in Table 4

A short description of the item appears at the top of the table. The sample size (in this example, n=495<sup>i</sup>) is presented in the first column of data under "Overall." The results to each possible answer choice of all respondents are also presented in the first column of data under "Overall." The aggregate number of respondents in each answer category is presented as a whole number and the percentage of the entire sample that this number represents is just below the whole number. For example, among all respondents, 110 respondents indicated that they had lived in at their current residence from one to five years, and 110 represents 22 percent of the total sample size of 495. Next to the "Overall" column are other columns representing opinions of male and female respondents. The data from these columns are read in exactly the same fashion as the data in the "Overall" column, although each group makes up a smaller percentage of the entire sample.

Due to the weighting applied on the dataset and constraints with software applications, the total sample appears as "495" when it actuality, 494 total survey completes were collected and analyzed.

Table 4 Years Lived at Current Residence by Gender

		Gender	
	Overall	Male	Female
Base	495	232	263
One to five years	110	55	55
	22.2%	23.7%	21.0%
Six to ten years	107	49	58
	21.7%	21.2%	22.1%
Eleven to fifteen years	47	16	31
	9.4%	6.8%	11.7%
More than fifteen years	226	110	116
	45.8%	47.4%	44.3%
Don't know	2	1	1
	0.5%	0.6%	0.3%
Refused	2	1	1
	0.5%	0.4%	0.5%

## Understanding a "Mean"

In addition to analysis of response percentages, many results will be discussed with respect to a descriptive "Mean." "Means" can be thought of as "Averages." To derive a mean that represents perceived importance of local issues facing voters in the Town of Los Altos Hills (Q2), for example, a number value is first assigned to each response category (e.g. "Extremely important" = +3, "Very important" = +2, "Somewhat important" = +1, and "Not at all important" = 0). Each respondent's answer is then assigned the corresponding number (from 0 to +3 in this example). Finally, all respondents' answers are averaged to produce a final number that reflects average perceived importance of the different issues. The resulting mean makes interpretation of the data considerably easier.

## How to Read a "Means" Table

In the tables and charts for Questions 2, 5, 8, 9, 11, 12, 14, 15 and 16 of the survey, the reader will find mean scores that represent answers given by respondents. The mean score represents the average response of each group. Table 5 shows the scales for each corresponding question. Responses of "Don't know" and "No opinion" are not included in calculating the means for any question.

Table 5 Means Questions and Corresponding Scales

Question	Measure	Scale	Values
2	Importance Ratings	0 to +3	+3 = Extremely important +2 = Very important +1= Somewhat important 0= Not at all important
5	Support Ratings	-2 to +2	+2 = Definitely support +1 = Probably support -1 = Probably oppose +2 = Definitely oppose
8, 9, 11, 12, 14, 15, 16	Likelihood Ratings	-2 to +2	+2 = Much more likely +1 = Somewhat more likely 0 = No effect -1 = Somewhat less likely +2 = Much less likely

Only those subgroups that are of particular interest or that illustrate a particular insight are included in the discussion on the following pages with regard to mean scores. Should readers wish to conduct a closer analysis of subgroups for a given question, the complete breakdowns displaying the means for these questions appear toward the back of Appendix C. These cross tabulation tables provide detailed information on the mean responses to each question by many of the demographic groups that were assessed in the survey. A typical cross tabulation table displaying mean scores is shown in Table 6.

The items in the table are arranged in descending order, from highest mean score to lowest. The aggregate mean score for each item in the question series is presented in the first column of data under "Overall." For example, among all survey respondents, "Preserving open space" was assigned a mean score of 2.07. The relative ranking of the item reveals that voters considered this the most important issue facing their local community of those tested. In addition, the 0 to +3 scale used for Question 2 (see Table 5) indicates that, on average, respondents rated "Preserving open space" as "Somewhat important" (+2 = "Somewhat important"). Next to the "Overall" column are other columns representing the mean scores assigned by respondents grouped by gender. The data from these columns are read in the same fashion as the data in the "Overall" column.

In addition, the first row in the table, labeled "Base," displays the mean score across all the items presented in the table for each subgroup. For example, the "Overall" mean score across the eight items displayed in Table 6 is 1.53. Without examining the specific mean for each item, the "Base" score gives the reader an idea of a subgroup's average rating across all items in the table. Thus, looking across "Base" scores we see that female respondents had an overall mean score of 1.59, which is higher than the mean assigned by all 494 respondents (1.53) as well as higher than male respondents (1.47).

Table 6 Importance of Community Issues by Gender

		Ger	nder
	Overall	Male	Female
Base	1.53	1.47	1.59
Q2e Preserving open space	2.07	1.95	2.18
Q2a Improving the quality of education	1.99	1.96	2.02
Q2f Maintaining public roads	1.95	1.95	1.95
Q2d Preventing local tax increases	1.56	1.48	1.63
Q2c Re-establishing a public elementary school in Los Altos Hills	1.55	1.45	1.64
Q2i Maintaining local pathw ays	1.45	1.34	1.54
Q2g Undergrounding utility lines	1.20	1.14	1.24
Q2h Expanding the municipal sewer system	1.07	1.07	1.07
Q2b Redistricting the schools in the community	0.87	0.81	0.94

## A Note on the Tables

To present the data in the most accurate fashion, we display the results to the first decimal point in the tables and figures. For the purposes of discussion, however, conventional rounding rules are applied, with numbers that include 0.5 or higher rounded to the next highest whole number and numbers that include 0.4 or lower

rounded to the next lowest whole number. Because of this rounding, the reader may notice that percentages in the discussion may not sum to 100 percent. Moreover, the decimal numbers shown in pie charts may vary somewhat from the decimal numbers shown in the tables due to software requirements that pie charts sum to exactly 100 percent. These disparities are confined to the first decimal place.

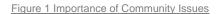
## IMPORTANCE OF COMMUNITY ISSUES

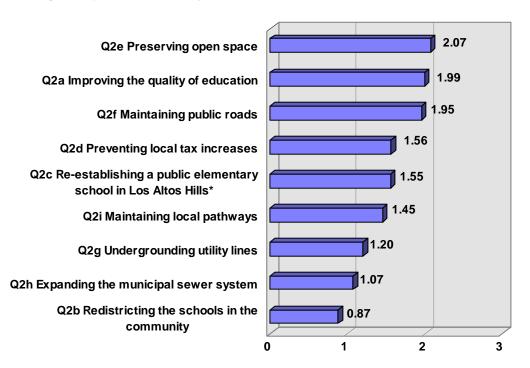
The first substantive question of the survey presented a series of issues within the community and asked respondents how important each issue was to them.

Q2. Now I'd like to ask you about some local issues. For each one, I'd like you tell me how important this issue is to you personally. Here's the (first/next) one: \_\_\_\_\_\_. Is this issue extremely important, very important, somewhat important or not at all important to you personally?

Answers were coded using a scale of "Extremely important"=+3, "Very important" =+2, "Somewhat important"=+1, and "Not at all important"=0. The aggregate responses to each item are presented below in the form of a mean, which is simply a summary statistic obtained by taking the overall average of the response codes for the entire sample. A mean of +2, for example, indicates that, overall, respondents felt that the issue is "Somewhat important." The order in which each issue was read to respondents was randomized to avoid a position order bias.

As shown in Figure 1, respondents ranked "Preserving open space" (2.07) as the most important community issue, followed by "Improving the quality of education" (1.99), and "Maintaining public roads" (1.95). All community issues tested, except for "Redistricting the schools in the community" (0.87), were considered at least "Somewhat important" (greater than 1.00 rating) by respondents overall.





<sup>\* (</sup>n=348). Question asked of only voters in Los Altos Hills.

## SATISFACTION WITH QUALITY OF PUBLIC EDUCATION

Respondents were next asked to indicate whether they were satisfied or dissatisfied with the quality of public education in their local community.

Q3. Are you satisfied or dissatisfied with the quality of public education in your community? (GET ANSWER, THEN ASK:) Would that be very (satisfied/dissatisfied) or somewhat (satisfied/dissatisfied)?

As shown in Figure 2, 68 percent of respondents reported that they were satisfied with the quality of public education in their community (45% "Very satisfied" and 23% "Somewhat satisfied"). Alternatively, 19 percent of respondents indicated that they were dissatisfied with the quality of public education in their community (10% "Very dissatisfied" and 9% "Somewhat dissatisfied").

45.1% Very satisfied 22.9% Somewhat satisfied 8.8% Somewhat dissatisfied 10.1% Very dissatisfied 13.1% DK/NA 0% 10% 20% 30% 40% 50%

Figure 2 Satisfaction with Local Public Education

Table 7 displays results by sample type. Respondents in the selected neighborhoods of Los Altos reported a higher level of satisfaction with public education than did respondents in Los Altos Hills (73% vs. 65% satisfied).

Table 7 Satisfaction with Public Education by Sample Type

		Sample Type	
	Overall	Los Altos Hills	Los Altos
Base	495	308	187
Very satisfied	223	135	89
	45.1%	43.7%	47.6%
Somew hat satisfied	113	67	47
	22.9%	21.6%	25.1%
Somew hat dissatisfied	43	31	12
	8.8%	10.1%	6.5%
Very dissatisfied	50	42	8
	10.1%	13.7%	4.3%
DK/NA	65	34	31
	13.1%	11.0%	16.5%

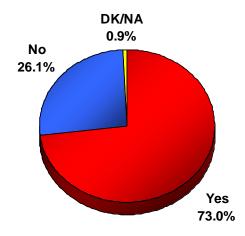
## AWARENESS OF CHARTER SCHOOL

Only voters who reside in Los Altos Hills (n=348) were next asked whether or not they were aware that a charter school serving part of Los Altos Hills opened this fall.

Q4. Did you know that a charter school serving part of Los Altos Hills opened this Fall?

The greatest percentage of respondents (73%) stated that they knew that a charter school had opened this fall. Twenty-six percent of respondents, however, reported that they did not know that a charter school serving part of Los Altos Hills opened this fall.

Figure 3 Awareness of Charter School



## LEVEL OF SUPPORT FOR PUBLIC EDUCATION MATTERS

The next series of questions asked voters of Los Altos Hills whether they would support or oppose the Town committing staff time and financial resources to three separate options concerning bringing a school back into Town.

Q5. Would you support or oppose the Town of Los Altos Hills committing staff time and financial resources to \_\_\_\_\_\_\_? (GET ANSWER, THEN ASK:) Would that be definitely (support/oppose) or probably (support/oppose)?

Answers were coded using a scale of "Definitely support"=+2, "Probably support" =+1, "Probably oppose"=-1, and "Definitely oppose"=-1. The aggregate responses to each item are presented below in the form of a mean, which is simply a summary statistic obtained by taking the overall average of the response codes for the entire sample. The order in which each issue was read to respondents was randomized to avoid a position order bias.

As shown in Figure 4, respondents were most supportive of the Town expending resources to "Re-open Bullis Elementary as part of the Los Altos School District" (0.83), followed by "Return public education to the Town" (0.80), and "Bring the Bullis Charter School within Town Boundaries" (0.61).

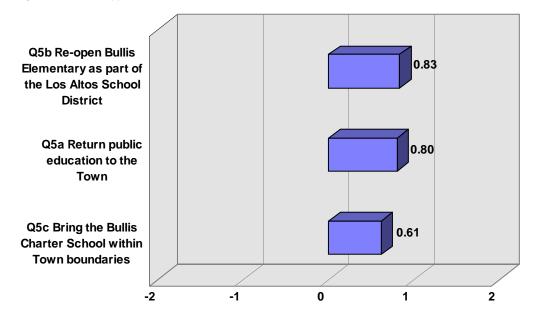


Figure 4 Level of Support for Various Public Education Matters

Tables 8 and 9 show results to this question by respondents with and without children under the age of 19 in their household and results by gender. In general, there are few significant differences between these subgroups. However, female respondents displayed slightly higher support to return public education to the Town than did male respondents (0.93 vs. 0.65, respectively).

Table 8 Level of Support for Various Public Education Matters by Children at Home

		Children at home	
	Overall	Yes	No
Base	0.75	0.74	0.75
Q5b Re-open Bullis Elementary as part of the Los Altos School District	0.83	0.78	0.85
Q5a Return public education to the Town	0.80	0.82	0.79
Q5c Bring the Bullis Charter School w ithin Town boundaries	0.61	0.62	0.60

Table 9 Level of Support for Various Public Education Matters by Gender

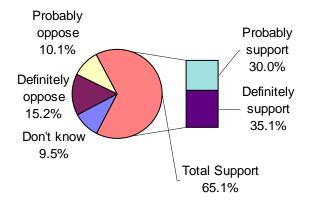
		Ger	nder
	Overall	Male	Female
Base	0.75	0.65	0.84
Q5b Re-open Bullis Elementary as part of the Los Altos School District	0.83	0.70	0.94
Q5a Return public education to the Town	0.80	0.65	0.93
Q5c Bring the Bullis Charter School w ithin Town boundaries	0.61	0.60	0.63

The final question in this series posed another general option concerning a realignment effort that would help re-establish a public elementary school within Town and asked whether voters in Los Altos Hills would support or oppose such an effort.

Q6 Besides the options previously noted, there is another that addresses the long-term public education need for Los Altos Hills. Would you support or oppose an effort to realign the school districts serving students in Los Altos Hills that would help re-establish a public elementary school within the town? (GET ANSWER, THEN ASK:) Would that be definitely (support/oppose) or probably (support/oppose)?

As shown in Figure 5, nearly two-thirds (65%) of respondents indicate support for this effort. This support percentage was comprised of 30 percent "Probably support" and 35 percent "Definitely support." Twenty-five percent oppose this effort and the remaining 10 percent were undecided.

Figure 5 Support for Realignment Effort



Tables 10, 11, and 12 show support by age, gender, and the presence of children in the household, respectively. The highest support is shown in the "30-39" age bracket (89% total support), among female respondents (70%), and with respondents that have children in their household (66%).

Table 10 Support for Realignment Effort by Age

				Age		
	Overall	18-29	30-39	40-49	50-64	65+
Base	308	41	27	60	94	58
Definitely support	108	11	18	18	30	22
	35.1%	25.8%	65.4%	29.2%	31.5%	38.6%
Probably support	92	16	6	19	29	14
	30.0%	38.7%	23.1%	32.3%	30.6%	23.9%
Probably oppose	31	4	1	7	9	7
	10.1%	9.7%	3.8%	12.3%	9.0%	12.5%
Definitely oppose	47	7	1	10	19	7
	15.2%	16.1%	3.8%	16.9%	19.8%	12.5%
DK/NA	29	4	1	6	9	7
	9.5%	9.7%	3.8%	9.2%	9.0%	12.5%

Table 11 Support for Realignment Effort by Gender

		Ger	nder
	Overall	Male	Female
Base	308	142	166
Definitely support	108	52	57
	35.1%	36.3%	34.1%
Probably support	92	34	59
	30.0%	23.6%	35.5%
Probably oppose	31	18	13
	10.1%	13.0%	7.7%
Definitely oppose	47	25	22
	15.2%	17.8%	13.0%
DK/NA	29	13	16
	9.5%	9.2%	9.8%

Table 12 Support for Realignment Effort by Children in Household

		Children home		
	Overall	Yes	No	
Base	308	125	171	
Definitely support	108	49	57	
	35.1%	39.3%	33.0%	
Probably support	92	34	54	
	30.0%	27.1%	31.6%	
Probably oppose	31	13	18	
	10.1%	10.7%	10.4%	
Definitely oppose	47	21	24	
	15.2%	16.4%	14.0%	
DK/NA	29	8	19	
	9.5%	6.4%	11.0%	

## SUPPORT FOR RE-DISTRICTING OPTIONS

Respondents were next informed that in the future voters may be asked to vote on a number of measures that will impact local public education. In this section of the survey respondents were presented with three different options concerning redistricting (Questions 7, 10, and 13). Because these questions do not provide respondents additional information beyond the ballot language, it reveals what the election outcome would likely be in the absence of further information about the measure. A first ballot test provides an indication of the baseline level of support for the measure that can be compared to the level of support at the second ballot test (Questions 17, 18, and 19), after respondents have learned more about the issue.

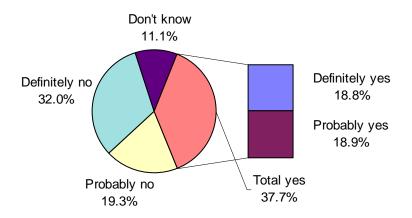
#### **District Consolidation**

The District Consolidation option would authorize the Palo Alto Unified School District to serve as the sole district for the community.

Q7. I would like to read you a summary of one/another proposed measure: It's about school district consolidation. In order to improve the quality of education and re-establish an elementary school in the Town of Los Altos Hills, shall the voters (Los Altos Hills Sample: "of the Town of Los Altos Hills", Los Altos Sample: "of your community") authorize the Palo Alto Unified School District to serve as the sole school district for kindergarten through 12th grade, replacing all existing districts serving your area? If the election were held today, would you vote yes or no on this measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

Figure 6, shows that approximately 38 percent of the respondents supported the measure on the first ballot test ("Definitely yes": 19% and "Probably yes": 19%). In contrast, 51 percent of the respondents did not support the measure ("Definitely no": 32% and "Probably no": 19%). The remaining 11 percent were undecided on the measure.





Tables 13 and 14 display results by Sample Type (Los Altos Hills vs. Los Altos) and by various age brackets, respectively. A higher percentage of respondents in Los Altos Hills indicated they would vote "Yes" on this option than did voters in the selected neighborhoods in Los Altos (46% vs. 23%, respectively). Table 14 shows that respondents in the older age brackets (aged 50 and above) are more likely to indicate they would vote "Yes" on this option. Forty percent of respondents in the "50 to 64" age bracket and 39 percent in the "65+" segment reported "Yes" to this question.

Table 13 Support for District Consolidation Option by Sample Type

		Sample	е Туре
	Overall	Los Altos Hills	Los Altos
Base	495	308	187
Definitely yes	93	79	14
	18.8%	25.7%	7.2%
Probably yes	93	63	30
	18.9%	20.5%	16.2%
Probably no	95	61	34
	19.3%	19.9%	18.3%
Definitely no	158	80	78
	32.0%	26.0%	41.9%
DK/NA	55	24	31
	11.1%	7.9%	16.4%

Table 14 Support for District Consolidation Option by Age

				Age		
	Overall	18-29	30-39	40-49	50-64	65+
Base	495	57	45	94	160	91
Definitely yes	93	7	10	18	32	17
	18.8%	11.7%	22.7%	19.6%	19.8%	18.6%
Probably yes	93	16	5	13	32	18
	18.9%	27.3%	10.9%	13.4%	19.8%	20.3%
Probably no	95	17	13	21	23	14
	19.3%	29.0%	29.0%	22.0%	14.5%	15.5%
Definitely no	158	18	10	33	54	29
	32.0%	32.0%	22.0%	34.8%	33.9%	31.6%
DK/NA	55 11.1%	-	7 15.4%	10 10.2%	19 12.0%	13 14.0%

Tables 15 and 16 break out results by gender and whether the respondent has children present in the household. Although dramatic differences did not arise, most supportive groups were males (42% "Yes") and respondents without children in the household (39% "Yes").

Table 15 Support for District Consolidation Option by Gender

		Ger	nder
	Overall	Male	Female
Base	495	232	263
Definitely yes	93	49	44
	18.8%	21.0%	16.8%
Probably yes	93	48	46
	18.9%	20.6%	17.3%
Probably no	95	45	50
	19.3%	19.6%	19.0%
Definitely no	158	66	92
	32.0%	28.5%	35.1%
DK/NA	55	24	31
	11.1%	10.4%	11.8%

Table 16 Support for District Consolidation Option by Children in Household

			ren at me	
	Overall	Yes	No	
Base	495	202	282	
Definitely yes	93	41	51	
	18.8%	20.1%	18.2%	
Probably yes	93	33	59	
	18.9%	16.3%	20.8%	
Probably no	95	34	57	
	19.3%	17.1%	20.3%	
Definitely no	158	73	82	
	32.0%	36.2%	29.1%	
DK/NA	55	21	33	
	11.1%	10.3%	11.6%	

The next two questions were only asked of respondents who reside in Los Altos Hills (n=348). Question 8 presented respondents with a primary argument in favor of district consolidation, whereas Question 9 presented respondents with an argument against the district consolidation. The order in which these two questions were presented was rotated between respondents.

Q8. If you knew that the measure would provide access to Gunn High School and help increase property values as a result of being entirely under the Palo Alto Unified School District, would you be more or less likely to vote yes on this option, or does the information have no effect on your opinion? (GET ANSWER, THEN ASK:) Would that be much (more/less) likely or somewhat (more/less) likely to vote for the measure?

As shown in Figure 7, 33 percent of respondents reported that this additional information would make them "Much more likely" to vote in favor of the measure, and 19 percent of respondents reported that the information made them "Somewhat more likely" to vote in favor of the measure. In contrast, nine percent of respondents reported that this information made them "Much less likely" to vote yes on the measure, and four percent indicated that this information made it "Somewhat less likely" that they would vote yes on the measure. Lastly, 32 percent of respondents reported that this information did not affect the way they would vote on the measure.

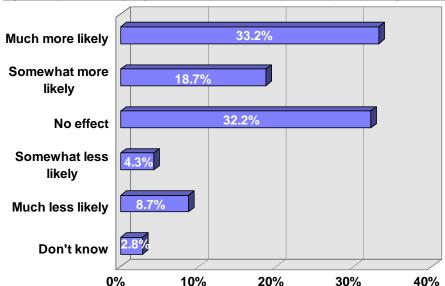
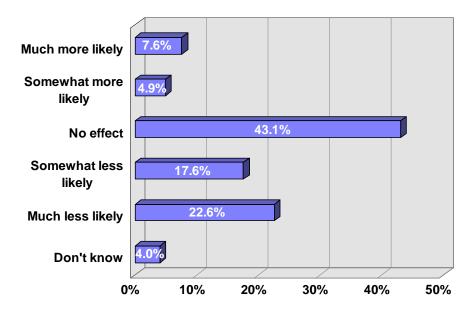


Figure 7 Impact of Primary Argument For the District Consolidation Option on Voting Behavior

Q9. If you knew that the measure would leave Los Altos Hills with no control over public education for students within the Town, would you be more or less likely to vote yes on this option, or does the information have no effect on your opinion? (GET ANSWER, THEN ASK:) Would that be much (more/less) likely or somewhat (more/less) likely to vote for the measure?

As shown in Figure 8, 43 percent of respondents reported that this information did not effect the way they would vote on the measure. Seven percent of respondents reported that this additional information would make them "Much more likely" to vote in favor of the measure, and five percent of respondents reported that the information made them "Somewhat more likely" to vote in favor of the measure. Alternatively, 23 percent of respondents reported that this information made them "Much less likely" to vote yes on the measure, and 18 percent indicated that this information made it "Somewhat less likely" that they would vote yes on the measure.

Figure 8 Impact of Primary Argument Against the District Consolidation Option on Voting Behavior



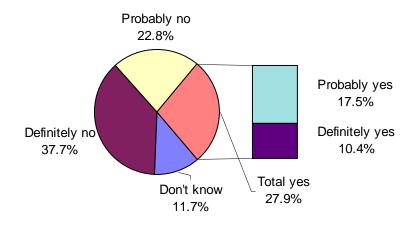
#### Creation of a new K-8 District

The new K through 8<sup>th</sup> grade district option would authorize the creation of a new elementary school district to serve the Town.

Q10. I would like to read you a summary of one/another proposed measure: It involves the creation of a new K-8 district. In order to improve the quality of education and re-establish an elementary school in the Town, shall the voters (Los Altos Hills Sample: "of the Town of Los Altos Hills", Los Altos Sample: "of your community") authorize the creation of a new Elementary School District to replace the existing elementary school districts serving the Town and require all high school students to attend Mountain View-Los Altos high schools? If the election were held today, would you vote yes or no on this measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

Figure 9, shows that approximately 28 percent of the respondents supported the measure on the first ballot test ("Definitely yes": 10% and "Probably yes": 18%). In contrast, 61 percent of the respondents did not support the measure ("Definitely no": 38% and "Probably no": 23%). The remaining 12 percent were undecided on the measure or declined to state their opinions.

Figure 9 First Ballot Test - Creation of a New K-8 District



Tables 17 and 18 break out results by Sample Type (Los Altos Hills vs. Los Altos) and by various age brackets, respectively. While 30 percent of respondents in Los Altos Hills indicated they would vote "Yes" on this option, 25 percent of registered voters in the surrounding neighborhoods of Los Altos reported "Yes" to this question. Table 18 shows that respondents in the "30 to 39" age bracket are more likely to indicate they would vote "Yes" (32%) on this option than their subgroup counterparts.

Table 17 Support for K-8 Option by Sample Type

		Sample Type	
	Overall	Los Altos Hills	Los Altos
Base	495	308	187
Definitely yes	51	36	15
	10.4%	11.7%	8.2%
Probably yes	86	55	31
	17.5%	18.0%	16.6%
Probably no	113	67	46
	22.8%	21.7%	24.7%
Definitely no	187	128	59
	37.7%	41.5%	31.4%
DK/NA	58	22	36
	11.7%	7.1%	19.1%

Table 18 Support for K-8 Option by Age

		Age				
	Overall	18-29	30-39	40-49	50-64	65+
Base	495	57	45	94	160	91
Definitely yes	51	4	5	7	23	8
	10.4%	6.7%	11.5%	6.9%	14.3%	8.8%
Probably yes	86	14	9	14	22	12
	17.5%	25.3%	20.1%	15.1%	14.1%	13.4%
Probably no	113	18	10	29	36	13
	22.8%	31.0%	22.1%	30.7%	22.6%	14.5%
Definitely no	187	20	14	38	64	35
	37.7%	34.7%	31.2%	40.7%	40.3%	38.1%
DK/NA	58	1	7	6	14	23
	11.7%	2.3%	15.1%	6.5%	8.8%	25.2%

Tables 19 and 20 display results by gender and whether the respondent has children present in the household. Support levels are similar between male and female respondents. However, Table 20 shows that a slightly higher proportion of respondents without children in the household indicated they would vote "Yes" for this option than did respondents with children (29% vs. 27%, respectively).

Table 19 Support for K-8 Option by Gender

		Ger	nder
	Overall	Male	Female
Base	495	232	263
Definitely yes	51	24	28
	10.4%	10.2%	10.5%
Probably yes	86	41	45
	17.5%	17.7%	17.3%
Probably no	113	53	60
	22.8%	22.7%	22.9%
Definitely no	187	89	97
	37.7%	38.4%	37.1%
DK/NA	58	25	32
	11.7%	10.9%	12.3%

Table 20 Support for K-8 Option by Children in Household

		Children a		
	Overall	Yes	No	
Base	495	202	282	
Definitely yes	51	23	28	
	10.4%	11.5%	10.0%	
Probably yes	86	31	54	
	17.5%	15.2%	19.2%	
Probably no	113	49	60	
	22.8%	24.1%	21.3%	
Definitely no	187	88	94	
	37.7%	43.8%	33.5%	
DK/NA	58	11	45	
	11.7%	5.4%	16.0%	

The next two questions were only asked of respondents who reside in Los Altos Hills (n=348). Question 11 presented respondents with an argument in favor of the creation of a new K-8 District, whereas Question 12 presented respondents with an argument against the creation of this district. The order in which these two questions were presented was rotated between respondents.

Q11. If you knew that Los Altos Hills voters will finally have local control over public education for their elementary school-aged children, the option would result in more dollars allocated per student, and build a better sense of community by having a school in town, would you be more or less likely to vote yes on this option, or does the information have no effect on your opinion? (GET ANSWER, THEN ASK:) Would that be much (more/less) likely or somewhat (more/less) likely to vote for the measure?

As shown in Figure 10, 51 percent of respondents reported that this information made them more likely to vote in favor of this measure (31% "Much more likely" and 21% "Somewhat more likely"). In contrast, eight percent of respondents reported that this information made them "Much less likely" to vote yes on the measure, and four percent indicated that this information made it "Somewhat less likely" that they would vote yes on the measure. Thirty-four percent of respondents reported that this information would not affect the way they would vote on the measure.

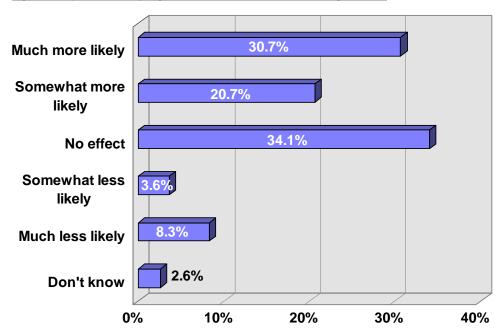


Figure 10 Impact of Primary Argument For New K-8 District On Voting Behavior

Q12. If you knew that this measure contains several unknowns including the resulting quality of education as well as the total cost of financing a new district, would you be more or less likely to vote yes on this option, or does the information have no effect on your opinion? (GET ANSWER, THEN ASK:) Would that be much (more/less) likely or somewhat (more/less) likely to vote for the measure?

Respondents were also told that the measure contains several unknowns, including the resulting quality of education as well as the total cost of financing a new district. Respondents were then asked whether this information would make them more or less likely to vote in favor of the measure.

As shown in Figure 11, the greatest percentage of respondents reported that this information did not affect their opinion. Fourteen percent of respondents reported that this information made them more likely to vote in favor of this measure (6% "Much more likely" and 8% "Somewhat more likely"). In contrast, 25 percent of respondents reported that this information made them "Much less likely" to vote yes on the measure, and 17 percent indicated that this information made them "Somewhat less likely" to vote in favor of the measure.

Much more likely Somewhat more likely 38.9% No effect Somewhat less 16.8% likely 25.4% Much less likely Don't know 0% 10% 20% 30% 40%

Figure 11 Impact of Primary Argument Against the New K-8 Option on Voting Behavior

#### Creation of a new K-12 District

The new K through 12<sup>th</sup> grade option would authorize the creation of a unified school district for the community.

Q13. I would like to read you a summary of one/another proposed measure: It involves the creation of a new K through12 district. In order to improve the quality of education and re-establish an elementary school for the Town, shall the voters (Los Altos Hills Sample: "of the Town of Los Altos Hills", Los Altos Sample: "of your community") authorize the creation of a new Kindergarten through 12th grade Unified School District and replace all existing school districts serving your area? If the election were held today, would you vote yes or no on this measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

Figure 12, shows that approximately 28 percent of the respondents supported the measure on the first ballot test ("Definitely yes": 13% and "Probably yes": 15%). In contrast, 63 percent of the respondents did not support the measure ("Definitely no": 36% and "Probably no": 27%). The remaining 10 percent were undecided on the measure.

Figure 12 First Ballot Test - Creation of a New K-12 District

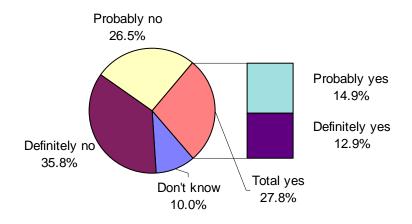


Table 21 shows results by Sample Type and Table 22 shows results by age. A higher proportion of voters in Los Altos Hills indicated they would vote "Yes" on this measure than did voters in the selected neighborhoods of Los Altos (33% vs. 20%, respectively). In terms of age, 32 percent of voters aged between 30 and 39 reported they would vote "Yes" to this option – the highest proportion of any age bracket subgroup.

Table 21 Support for K-12 Option by Sample Type

		Sample Type		
	Overall	Los Altos Hills	Los Altos	
Base	495	308	187	
Definitely yes	64	49	14	
	12.9%	16.0%	7.7%	
Probably yes	74	51	22	
	14.9%	16.7%	11.8%	
Probably no	131	75	56	
	26.5%	24.2%	30.1%	
Definitely no	177	102	75	
	35.8%	33.2%	40.0%	
DK/NA	50	30	19	
	10.0%	9.8%	10.4%	

Table 22 Support for K-12 Option by Age

		Age				
	Overall	18-29	30-39	40-49	50-64	65+
Base	495	57	45	94	160	91
Definitely yes	64	5	7	16	18	8
	12.9%	9.3%	16.1%	16.7%	11.4%	9.1%
Probably yes	74	12	7	10	21	16
	14.9%	20.6%	15.8%	10.6%	13.3%	17.4%
Probably no	131	23	11	26	36	22
	26.5%	40.0%	24.1%	27.8%	22.4%	24.2%
Definitely no	177	16	14	33	71	31
	35.8%	27.7%	30.9%	34.7%	44.6%	34.3%
DK/NA	50	1	6	10	13	14
	10.0%	2.3%	13.1%	10.2%	8.2%	15.0%

Tables 19 and 20 display results by gender and whether the respondent has children present in the household. Support levels are somewhat similar between male and female respondents and between voters with and without children in the household. Table 23 shows that a slightly higher proportion of female respondents indicated they would vote "Yes" for this option than did male respondents (29% vs. 26%, respectively). Table 24 shows that a slightly higher proportion of respondents with children present in the household indicated they would vote "Yes" for this option than did respondents that did not (30% vs. 26%, respectively).

Table 23 Support for K-12 Option by Gender

		Gender	
	Overall	Male	Female
Base	495	232	263
Definitely yes	64	26	38
	12.9%	11.2%	14.3%
Probably yes	74	35	39
	14.9%	15.1%	14.7%
Probably no	131	62	69
	26.5%	26.7%	26.2%
Definitely no	177	89	88
	35.8%	38.4%	33.4%
DK/NA	50	20	30
	10.0%	8.5%	11.3%

Table 24 Support for K-12 Option by Children in Household

		Childr ho		
	Overall	Yes	No	
Base	495	202	282	
Definitely yes	64	38	26	
	12.9%	18.9%	9.1%	
Probably yes	74	21	49	
	14.9%	10.6%	17.3%	
Probably no	131	43	84	
	26.5%	21.4%	29.7%	
Definitely no	177	81	93	
	35.8%	40.1%	33.0%	
DK/NA	50	18	31	
	10.0%	9.0%	10.9%	

The next two questions were only asked of respondents who reside in Los Altos Hills (n=348). Question 14 presented respondents with an argument in favor of the creation of a new K-12 District, whereas Question 15 presented respondents with an argument against the creation of this district. The order in which these two questions were presented was rotated between respondents.

Q14. If you knew that Los Altos Hills voters will finally have total control over public education for their children and have the ability to open a new High School to eliminate the need to send students outside the Town for education, would you be more or less likely to vote yes on this option, or does the information have no effect on your opinion? (GET ANSWER, THEN ASK:) Would that be much (more/less) likely or somewhat (more/less) likely to vote for the measure?

Figure 13 shows that approximately the same percentage of respondents that indicated the argument would make them more likely to vote yes on the option (32%), indicated the argument would make them less likely to vote for the K-12 option (31%). Thirty-two percent of respondents stated that argument would have "no effect" on their voting behavior.

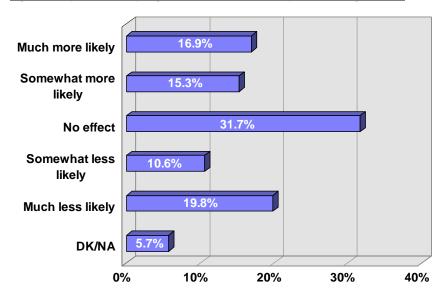


Figure 13 Impact of Primary Argument For the New K-12 Option on Voting Behavior

Q15. If you knew that property taxes would need to be raised approximately \$500 per homeowner per year in order to finance the opening of new public schools, would you be more or less likely to vote yes on this option, or does the information have no effect on your opinion? (GET ANSWER, THEN ASK:) Would that be much (more/less) likely or somewhat (more/less) likely to vote for the measure?

Respondents were also told that property taxes would need to be raised in order to finance the opening of new schools. Respondents were then asked whether this information would make them more or less likely to vote in favor of the measure.

As shown in Figure 14, 39 percent of respondents stated this information would have "no effect" on their voting behavior. Sixteen percent of respondents reported that this information made them more likely to vote in favor of this measure (9% "Much more likely" and 7% "Somewhat more likely"). In contrast, 41 percent of respondents indicated that this information would make them less likely to vote yes on this option.

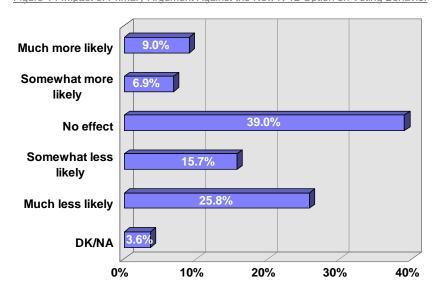


Figure 14 Impact of Primary Argument Against the New K-12 Option on Voting Behavior

#### IMPACT OF ARGUMENTS

Ballot measures do not succeed or fail in a political vacuum. Proponents of a measure will present arguments to try to persuade voters to support a measure, just as opponents will present arguments to achieve the opposite goal. The objective of Question 16 was thus to present respondents with common arguments in favor of the measures (Questions 16a through 16e) to identify the impact of the informational items upon their support for the proposed measures. Common arguments in opposition to the measure were also presented (Questions 16f and 16g). The order in which the arguments were read was randomized in order to avoid a systematic position bias.

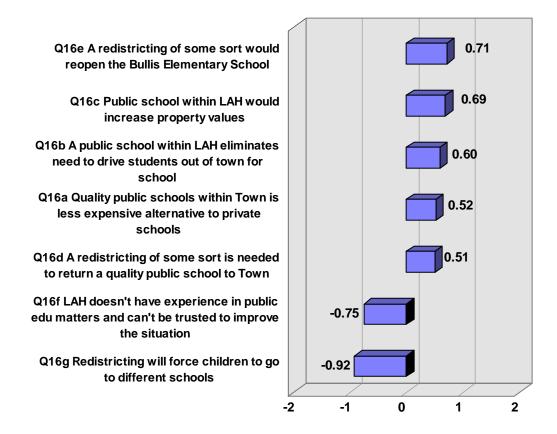
Q16. There are many common pros and cons with any redistricting option. Voters in the Town of Los Altos Hills may hear arguments both in favor and against the proposed measures we have been discussing. As I read each of the arguments, please tell me if you would be more or less likely to vote for any redistricting measure given the argument. If you knew that \_\_\_\_\_\_\_\_, would you be more or less likely to vote for the measure? (GET ANSWER, THEN ASK:) Would that be much (more/less) likely or somewhat (more/less) likely to vote for the measure?

The results are presented in terms of means with responses of "Much more likely" assigned a value of +2, responses of "Somewhat more likely" assigned a value of +1, responses of "Somewhat less likely" assigned a value of -1, and responses of "Much less likely" assigned a value of -2.

For analyses of this nature, Godbe Research looks for a mean score between of +1 or greater, to indicate that voters, as a group, would be at least "Somewhat more likely" to support the measures after hearing each argument.

As shown in Figure 15, the highest-ranked positive argument tested was "A redistricting of some sort would reopen the Bullis Elementary School" (0.71), followed by "A public school within Los Altos Hills would increase property values" (0.69), and "A public school within Los Altos Hills would eliminate the need to drive students out of town for school" (0.60). Figure 15 also shows the results of the negative arguments and their impact on voting behavior. The argument against that had the most impact was "Re-districting will force children to go to different schools and may be detrimental to their education" (-0.92).

Figure 15 Impact of Common Arguments For and Against Re-Districting Options



#### SECOND BALLOT TESTS

After providing respondents with the wording of the proposed measures and arguments surrounding the measures, respondents were once again presented with the same three options that they were presented with in the first ballot test, and asked whether they would vote "Yes" or "No" on the measures. Because the process of taking the survey for most respondents involves learning a great deal more about the proposals then they knew at the beginning of the survey, the survey simulates a campaign environment. Therefore, change in support for the proposed re-districting measures can be assessed at the second ballot test after voters have been presented with basic information and arguments concerning the measures. The second ballot test language is identical to the language used in the first ballot test to ensure that recorded change in support for the measures are not due to the information provided in the survey - not to subtle changes in the ballot language. Only respondents in Los Altos Hills were presented these second ballot tests.

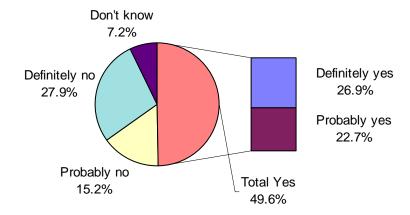
Now that you know more about these three options, let me again read you the separate measures and ask for your opinion. As a reminder, please treat each option independently, as only a single option may appear on a future ballot.

Voters in Los Altos Hills were posed the same three re-districting options in the same randomized order as previously in the survey.

Q17. In order to improve the quality of education and re-establish an elementary school in the Town of Los Altos Hills, shall the voters of the Town of Los Altos Hills authorize the Palo Alto Unified School District to serve as the sole school district for kindergarten through 12th grade, replacing all existing districts serving your area? If the election were held today, would you vote yes or no on this measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

Figure 16 shows that 50 percent of respondents in Los Altos Hills indicated they would vote yes on this measure after hearing selected arguments for and against district consolidation. This represents a four percent increase by voters in Los Altos Hills from the first ballot test. Forty-three percent of respondents indicated they would vote no on this measure and seven percent were undecided.

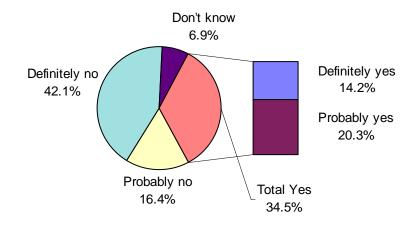
Figure 16 Second Ballot Test - District Consolidation



Q18. I would like to read you a summary of one/another proposed measure: In order to improve the quality of education and re-establish an elementary school in the Town, shall the voters of the Town of Los Altos Hills authorize the creation of a new Elementary School District to replace the existing elementary school districts serving the Town and require all high school students to attend Mountain View-Los Altos high schools? If the election were held today, would you vote yes or no on this measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

As shown in Figure 17, when respondents in Los Altos Hills were presented the option for creation of a new elementary school district a second time, 35 percent indicated they would vote yes on this measure. Support increased approximately five percent from the first ballot test by voters in Los Altos Hills. Fifty-nine percent indicated they would vote no on this measure and seven percent were undecided.

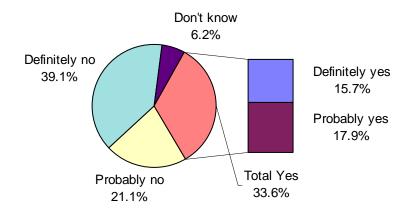
Figure 17 Second Ballot Test - Creation of a New K-8 District



Q19. I would like to read you a summary of one/another proposed measure: In order to improve the quality of education and re-establish an elementary school for the Town, shall the voters of the Town of Los Altos Hills authorize the creation of a new Kindergarten through 12th grade Unified School District and replace all existing school districts serving your area? If the election were held today, would you vote yes or no on this measure? (GET ANSWER, THEN ASK:) Would that be definitely (yes/no) or probably (yes/no)?

Figure 18 shows support remained approximately the same from the first ballot test as 34 percent of voters in Los Altos Hills reported they would vote yes on this measure. In contrast, 60 percent indicated they would vote no on this option. Just over six percent of respondents were undecided.

Figure 18 Second Ballot Test - Creation of a New K-12 District

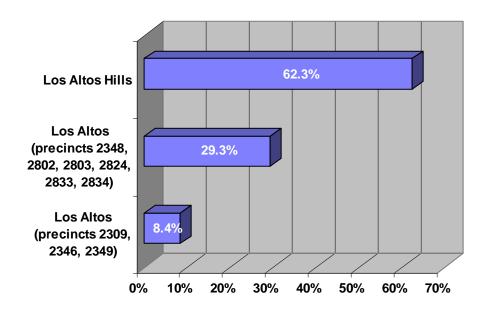


## ADDITIONAL DEMOGRAPHIC AND BEHAVIORAL INFORMATION

Figures 19 through 34 graphically present the demographic and behavioral information collected in the survey. Some of the information was gathered directly from survey respondents (e.g. "How many children under 19 years old do you currently have living at home?"), whereas other information was collected from the California voter file (e.g. age, partisanship, household party type). Although the primary motivation for collecting the demographic and behavioral information is to provide a better insight into how responses to the substantive questions of the survey vary across voter subgroups, the information is also useful for better understanding the profile of registered voters within the Town of Los Altos Hills.

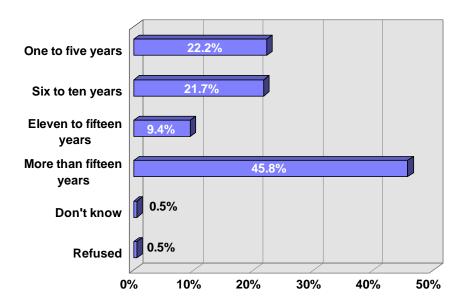
Sample Type

Figure 19 Sample Type



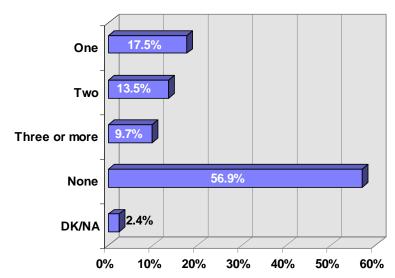
Q1. How many years have you lived at your current residence?

Figure 20 Years Lived at Residence



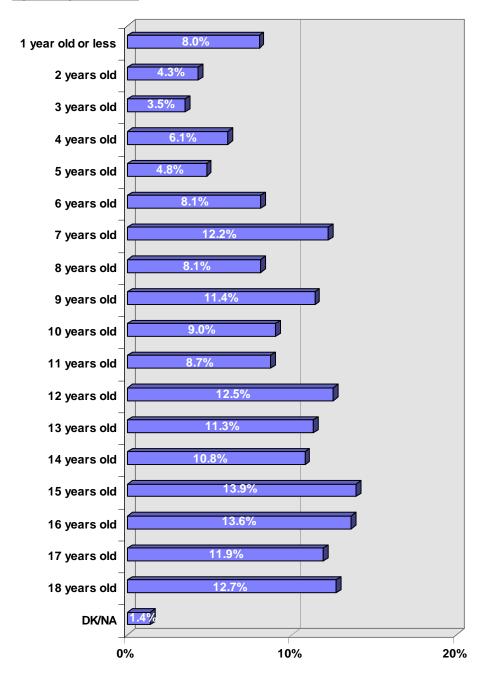
QA. How many children under 19 years old do you currently have living at home?

Figure 21 Number of Children Living at Home



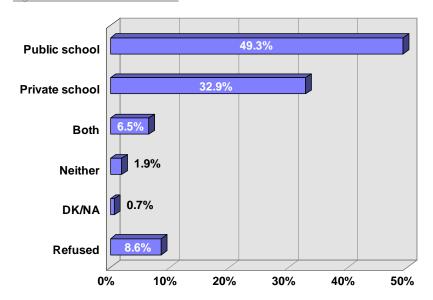
QB. How old are the children?

Figure 22 Ages of Children



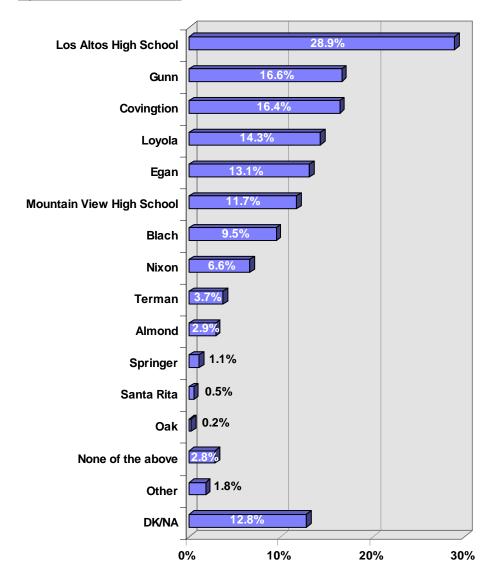
QC. Do they attend public or private schools?

Figure 23 Public vs. Private School



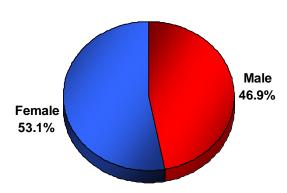
QD. In which of the following attendance areas do you reside?

Figure 24 School Attendance Area



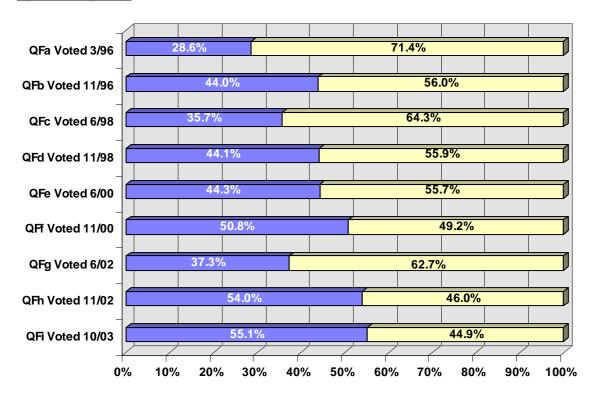
QE. Respondent's Sex

Figure 25 Gender



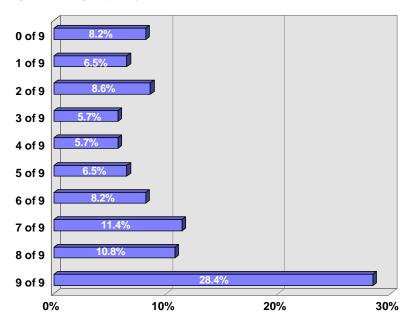
QF. Voting History

Figure 26 Voting History



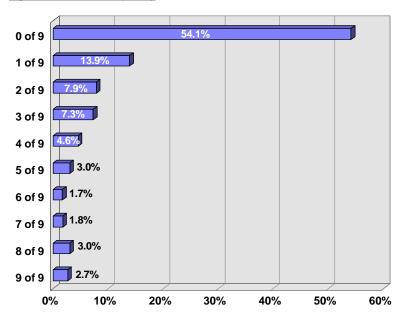
## QG. Voting Propensity

Figure 27 Voting Propensity



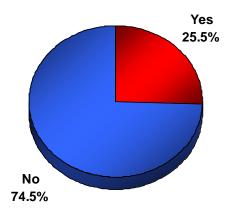
QH. Absentee Propensity

Figure 28 Absentee Propensity



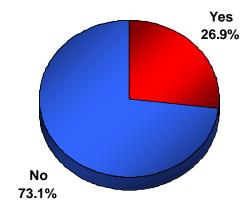
## QI. Permanent Absentee

Figure 29 Permanent Absentee



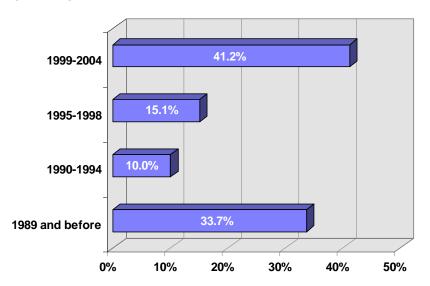
QJ. Likely Absentee Voter

Figure 30 Likely Absentee Voter



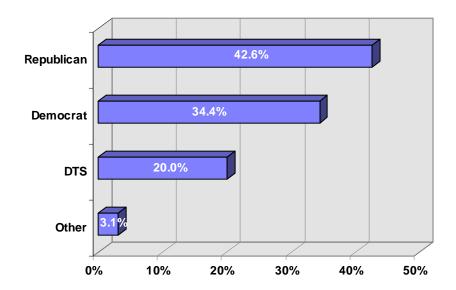
QK. Registration Date

Figure 31 Registration Date



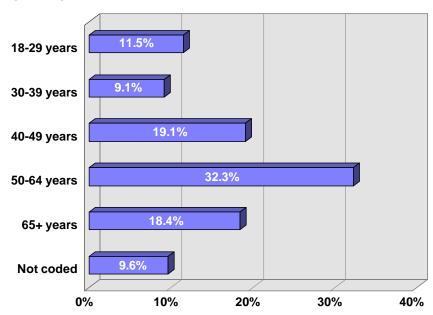
QL. Party

Figure 32 Party



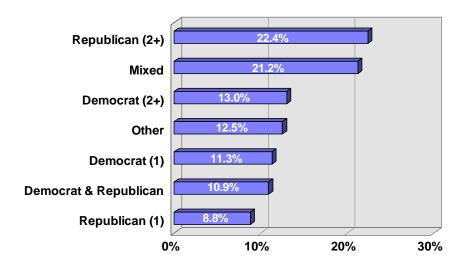
QM. Age

Figure 33 Age



QN. Household Party Type

Figure 34 Household Party Type





# GODBE RESEARCH

www.godberesearch.com

60 Stone Pine Road Half Moon Bay, CA 94019-1739 Phone. 650.712.3137 Fax. 650.712.3131

445 South Figueroa Street, Suite 2600 Los Angeles, CA 90071-1631 Phone. 213.624.8863 Fax. 213.624.8864

640 Grand Avenue, Suite G Carlsbad, CA 92008-2365 Phone. 760.730.2941 Fax. 760.720.4706